



Recipes for Success

Flip Your Fridge and Appliance Promotions



ENERGY STAR® Products Partner Meeting
October 14, 2015
Portland, OR



Seizing the Early Replacement Opportunity

- Increased consumer motivation to reinvest in kitchen upgrades and renovations presents attractive opportunity to meet rebounding appliance sales demand for sleek, connected and efficient refrigerators.
- 19.5 million 15yr+ refrigerators still in use throughout the U.S.
 - Mix of primary (12.4M) and secondary (7.1M)
 - Northeast: 21%; Mid-West: 27%; South: 29%; West: 22%
 - 74% are in single family detached homes
 - 70% are in households of 1 or 2 people
 - » Empty nesters and new homeowners
 - 80% are in homes that are owned vs rented
 - 63% in households with income <\$60,000

ENERGY STAR combined with early replacement offers a compelling consumer savings message.



Developing the Strategy

Goal: Create a nationally coordinated, targeted promotion to prompt early replacement and increase the sale of ENERGY STAR refrigerators, while encouraging proper recycling

- Generate national momentum
- Encourage coordination among utilities, retailers and manufacturers
- Capture the attention of key consumer groups across the country

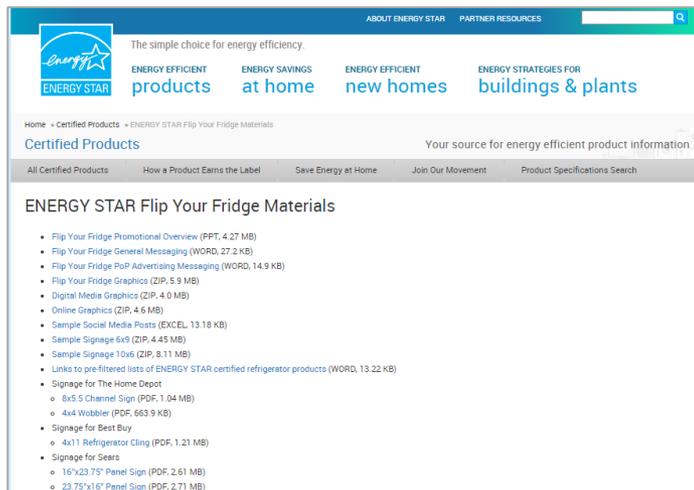
Challenge: Develop engaging messaging and materials and facilitate coordination between partners nationwide

- Get consistent messaging and materials in stores and out to consumers

Executing the Plan: 2015 Flip Your Fridge

Partner Support

- Developed marketing toolkit with messaging, graphics, and co-brandable templates
 - www.energystar.gov/marketing_materials
- Worked with ENERGY STAR retail partners to approve in-store signage options
- Coordinated with LG, Best Buy, and The Ellen DeGeneres Show to raise national awareness



Executing the Plan: 2015 Flip Your Fridge

National ENERGY STAR Outreach

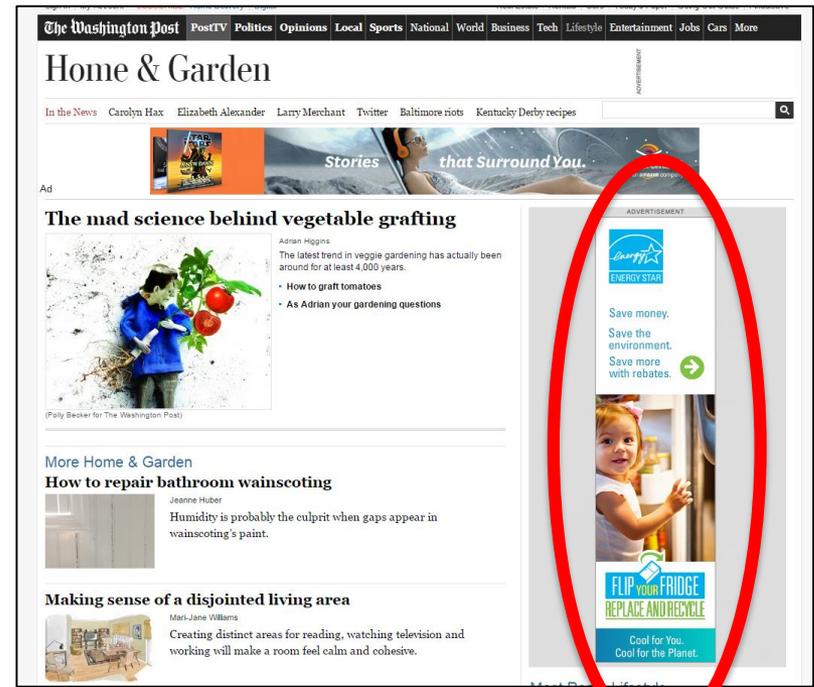
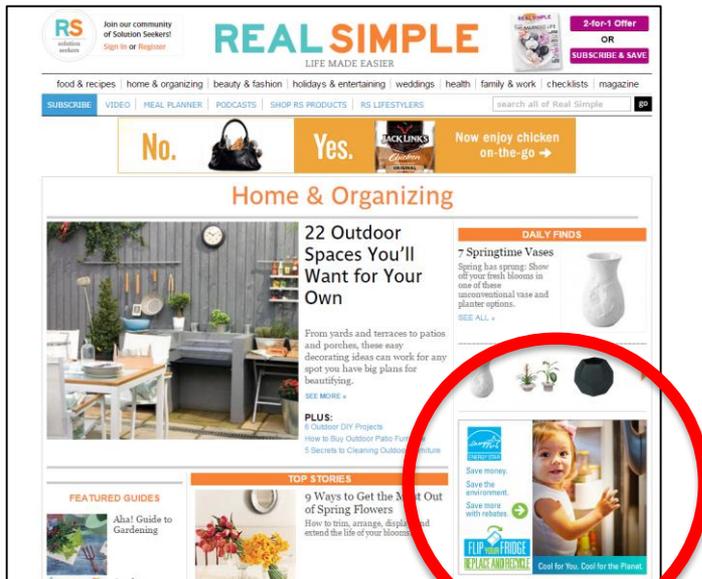
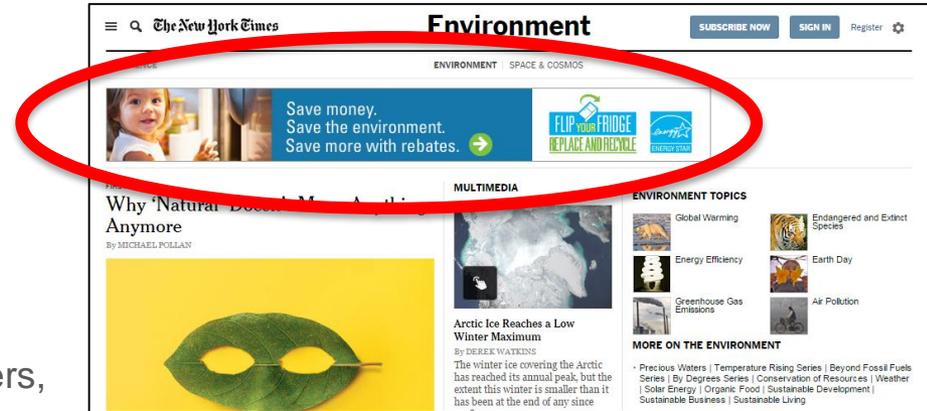
- Promotional web page on energystar.gov
 - Featuring participating partners
- Online ads
 - AARP, The Nest, Owner IQ
- Ongoing social media
 - Earth Day Twitter Party
- Newsletters

The screenshot shows the ENERGY STAR website's 'Flip Your Fridge' campaign page. The page features a navigation bar with 'ABOUT ENERGY STAR' and 'PARTNER RESOURCES'. The main content area includes a header with the ENERGY STAR logo and the tagline 'The simple choice for energy efficiency.' Below this, there are links for 'ENERGY EFFICIENT products', 'ENERGY SAVINGS at home', 'ENERGY EFFICIENT new homes', and 'ENERGY STRATEGIES FOR buildings & plants'. The main headline reads 'Now's the Time to Flip Your Fridge and Save!'. A central image shows a young girl opening a refrigerator. To the left of the image, text explains the benefits of replacing an old refrigerator with a new ENERGY STAR certified model. Below the image, there is a 'DID YOU KNOW?' section with three bullet points. Further down, a video player shows a segment from 'The Ellen DeGeneres Show' titled 'A KITCHEN MAKEOVER SURPRISE!'. The page also features a 'FEATURED BRANDS AND RETAILERS' section with logos for LG, Kenmore, Sears, Best Buy, The Home Depot, and Samsung. On the right side, there are several interactive buttons: 'FIND REFRIGERATOR REBATES', 'I PLEDGE TO FLIP MY FRIDGE', 'MY ENERGY STAR', 'START SAVING NOW REFRIGERATORS', and 'GET STARTED'. The page footer includes a link to 'Please see participating utility programs >'.



ENERGY STAR Channel Marketing

- Targeted ads with OwnerIQ
- April 23 – June 3, 2015
- Total impressions: 16,177,832
- Target audience: Appliance/refrigerator shoppers, wedding/engagement, movers/new homeowners/remodelers, empty nesters



ENERGY STAR Channel Marketing

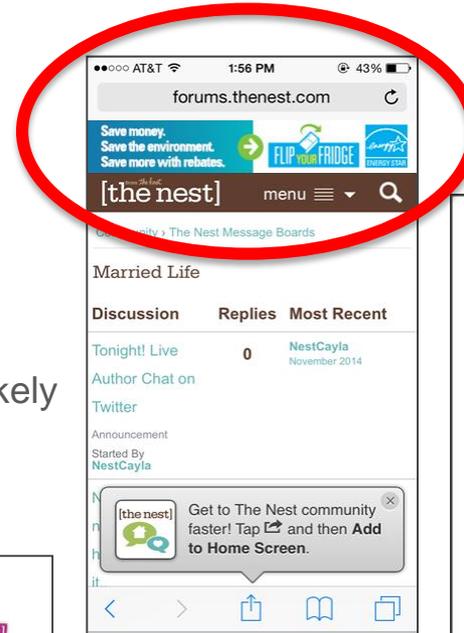
- AARP Online
- April 23 – June 3, with 5-day goal post ad April 30 – May 4
- Total impressions: 1,360,507
- Target audience: Empty nesters with middle income

AARP Facebook Post

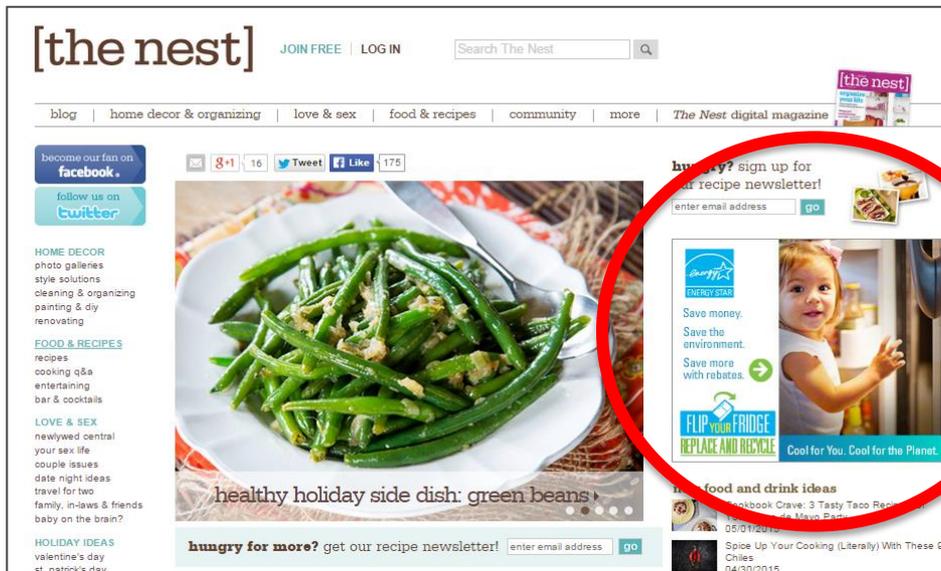
- 48,000 views
- 100 likes, 31 comments

ENERGY STAR Channel Marketing

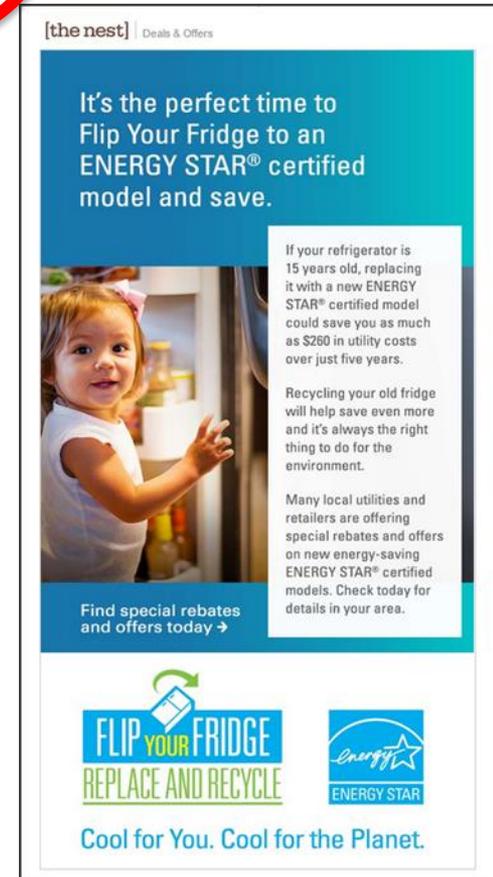
- The Nest
- April 23 – June 3
- Total impressions: 1,079,491
- Target audience: Young couples who are more likely to be appliance shoppers and new home buyers



Mobile Ad



Desktop Ad



Email Blast

Energy Efficiency Program Sponsors – Spreading the Word

'Flip Your Fridge' and save a bundle with New Jersey's Clean Energy Program

By Special to NJ.com on April 30, 2015 at 10:46 AM



Join the ENERGY STAR national campaign to "Flip Your Fridge" and save energy and money while also upgrading one of the most important appliances in any home — the refrigerator.

Customers that flip their old refrigerator for a new, ENERGY STAR certified model can get \$100 in rebates through New Jersey's Clean Energy Program and start saving up to \$250 on energy bills over the next five years. ENERGY STAR qualified refrigerators use less energy than two 60-watt light bulbs, create less heat and are quieter than older counterparts.

An estimated 170 million refrigerators and freezers are in use in the United States, and more than 60 million are more than 10 years old, costing consumers \$4.4 billion a year in energy costs. On average, a 15-year-old refrigerator uses twice as much energy as a new ENERGY STAR refrigerator, and homes with a second, older unit in the basement



Most Read

- Judge bans N.J. woman for life from every Walmart in America
- Zombie foreclosures: Why it's a problem and what one N.J. county is doing about it
- Bobbi Kristina Brown dead at 22
- Joe Namath offers \$100K reward for two missing teen



Online article, banner ads and radio ads from New Jersey's Clean Energy Program



DP&L. SAVE WITH DP&L. BUSINESS. RESIDENTIAL. POWER PLAY. SHARE.

FLIP YOUR FRIDGE WITH ENERGY STAR AND DP&L

APRIL 22, 2015 | PUBLISHED IN APPLIANCE RECYCLING



COOL FOR YOU. COOL FOR THE PLANET.

You can be a savings champion by getting rid of that energy-guzzling refrigerator in your home. If it's older than ten years old, you may be striking out when it comes to your energy costs and protecting the environment.

More than 60 million refrigerators in the U.S. are at least ten years old and cost consumers \$4.7 billion a year in energy costs. Today's refrigerators use much less energy than older models and an ENERGY STAR®-certified appliance can save you as much as \$260 over the next five years because they are 9-10 percent more energy efficient than federal minimum standards.

COOL FOR YOU. COOL FOR THE ENVIRONMENT.

APPLIANCE RECYCLING
BRING YOUR GREEN
CHANNEL PARTNERS
DP&L REBATES
EFFICIENT LIGHTING
ENERGY EDUCATION
HVAC
SAVINGS CHAMPIONS
TIPS & WAYS TO SAVE

Dayton Power & Light blog post

In-Store Signage Activation



DC Sustainable Energy Utility signage in The Home Depot

Best Buy Signage from Southern Minnesota Municipal Power Agency and East Grand Forks Water and Light





Social Media Activation

Mass Save @MassSave · May 13
Moving your old fridge to the garage is not recycling! You could be wasting \$110 a year! #FlipYourFridge ow.ly/MDUly

Focus on Energy @focusonenergy · May 13
#Recycle your refrigerator with Focus on Energy and receive \$40 in the mail! #FlipYourFridge bit.ly/1qaCk9z

Co. Springs Utilities @CSUtilities · May 12
Replace & recycle ur old energy-wasting fridge! It's cool for you & cool for the planet! #FlipYourFridge ow.ly/i/aMgnU

PacificEnergyGroup @PEGPropane · May 11
Is it time for you to #FlipYourFridge? Check with ENERGY STAR for rebates near you! #energy fb.me/3rmN7jQhO

energywindow @energy_window · May 11
sandesh: CoMoChallenge - Very true! #FlipYourFridge

Partners get active on social media with #FlipYourFridge

PG&E @PGE4Me · May 26
Nominate a deserving friend to win @ENERGYSTAR appliances. @TheEllenShow could #FlipYourFridge ow.ly/NsZv6



Austin Energy @austinenergy · Jun 9
Moving an old fridge to the garage isn't recycling! It could cost you \$100/yr. #FlipYourFridge bit.ly/1JOjEv



Thank You for Your Support and Engagement on Twitter & Facebook!



ipl Indianapolis Power & Light Company Like Page

May 16 · 🌐

Have you seen all of our great entries in our [#FlipYourFridge](#) Giveaway? Upload a photo of your old fridge on our giveaway tab today for a chance to win a brand new ENERGY STAR refrigerator. Hurry! Our contest ends Monday, May 25.

Mobile users click here: <http://woobox.com/f2pkcg>

Help Us! Old and Ugly Vampire Fridge sucks the power right out of us. It's time to put this one

Our family in magnets. Oh and there's a fridge in there too somewhere.

The Ancient Electricity Waster

I'm sucking up energy.... Retire me PLEASE!!!!

This oatmeal-beige beauty came with the house, and proceeded to leak while I was out of town.

Old reliable has been a wonderful fridge for 26 years at least, not sure how old she is.

Stuck in the 70's Help!

Good old fridge

Indianapolis Power & Light hosted its own Flip Your Fridge contest. Check out those old fridges ready to be flipped!

PWC Fayetteville PWC Like Page

April 24 · 🌐

Is your refrigerator old enough to drive? If so, you could [#FlipYourFridge](#) to an @ENERGY STAR certified model and use half as much energy, plus earn a \$50 bill credit from PWC!

http://www.faypwc.com/refrigerator_incentive.aspx

FLIP YOUR FRIDGE
REPLACE AND RECYCLE ENERGY STAR
Cool for You. Cool for the Planet.
CLICK TO LEARN MORE

NHSaves Like Page

April 24 · 🌐

It's time to [#FlipYourFridge](#)! This Spring, replace your old refrigerator with a new ENERGY STAR-certified model to save energy, save money, and help protect the climate!

NHSaves | [#FlipYourFridge](#)
ENERGY STAR Rebate

EFL.SECURE.FORCE.COM



Speaker: Jessica Wagner, Focus on Energy

2015 Flip Your Fridge Highlights

- More than 35 participating ENERGY STAR partners – thank you!
- 3.7 million Nielsen Audience from two episodes of The Ellen DeGeneres Show
- 18 million+ impressions from online ads with click through rates above industry benchmarks
- 17,000 pageviews of energystar.gov/FlipYourFridge Earth Day – Memorial Day



LG and Best Buy Bring ENERGY STAR to The Ellen DeGeneres Show

- Featured on TV Episodes: April 22 and May 27
- Best Buy and LG collaborated to incorporate ENERGY STAR messaging and provide an Ellen Show fan with an ENERGY STAR appliance makeover

LG Electronics @LGUS Follow

A lucky @TheEllenShow fan got a @BestBuy @EnergyStar appliance makeover & her face is #PRICELESS! See what she got: ellentv.com/videos/0-smvk8...



LG Electronics USA, Inc.
Newsroom | From campaign: LG Energy Efficiency

KEYWORDS: ENERGY | BEST BUY | EPA | ENERGY | ENVIRONMENT AND CLIMATE CHANGE | EVENTS, CONFERENCES & WEBINARS | LG | LG ELECTRONICS | THE ELLEN DEGENERES SHOW | LG

LG, Best Buy and EPA Help 'Flip Your Fridge' on 'The Ellen DeGeneres Show'

BLOG
Wednesday, April 22, 2015 - 3:00pm

This Earth Day, Best Buy and LG Electronics USA have joined forces to help the U.S. Environmental Protection Agency (EPA) launch its "Flip Your Fridge" ENERGY STAR® campaign on The Ellen DeGeneres Show, encouraging consumers to responsibly recycle their aging fridges and upgrade to new, energy-efficient models.

The EPA kicked off the campaign on today's special Earth Day episode of the Emmy® Award-winning daytime talk show, featuring LG ENERGY STAR-certified appliances available at Best Buy. And earlier this month, Best Buy was honored with the ENERGY STAR Partner of the Year Award for the second year in a row.

The "Flip Your Fridge" campaign launch includes a complete ENERGY STAR kitchen and laundry makeover for a lucky Ellen viewer and a social media contest in which other Ellen viewers have the opportunity to win the same appliances. In addition, as part of today's Earth Day episode of Ellen, all audience members received two \$500 Best Buy gift card thanks to Ellen, LG and Best Buy to use toward the purchase of an ENERGY STAR-certified LG kitchen or laundry appliance of their choice.

Replacing an old refrigerator with a new ENERGY STAR certified model will save energy, save money and help ♻️. A, if you "Flip Your Fridge," you can save as much as \$260 over the next five

LG Life's Good

MORE FROM LG ELECTRONICS USA, INC.

[Green Builder Media Applauds Eco-Leaders](#)
Friday, July 24, 2015 - 9:05am

[EPA: Here's What LG is Doing to Create a Greener World](#)
Thursday, July 23, 2015 - 9:55am

[LG Building Project To Proceed In New Jersey; Conservation Groups And LG Reach 'Win-Win' Settlement](#)
Tuesday, June 23, 2015 - 4:55pm

More



The Ellen DeGeneres Show Hosts Online Contest

- Viewers could nominate someone to receive ENERGY STAR appliance suite courtesy of LG and Best Buy
- Timing: May 15 – June 12



Nominate a Deserving Person to Win All-New ENERGY STAR Appliances!



Do you know an amazing person with an old outdated refrigerator that deserves an ENERGY STAR certified model? Tell us why they deserve an upgrade and send us photos of their old appliances -- they could win a brand new ENERGY STAR certified LG refrigerator, dishwasher, washer and dryer, as well as an LG range and microwave, all courtesy of LG and Best Buy, and delivered and installed by the Geek Squad.

Find out more about Best Buy, Geek Squad, ENERGY STAR, and LG!

Know someone who'd be perfect for this? [Pass it on.](#)

* Required Fields

First Name*

Last Name*



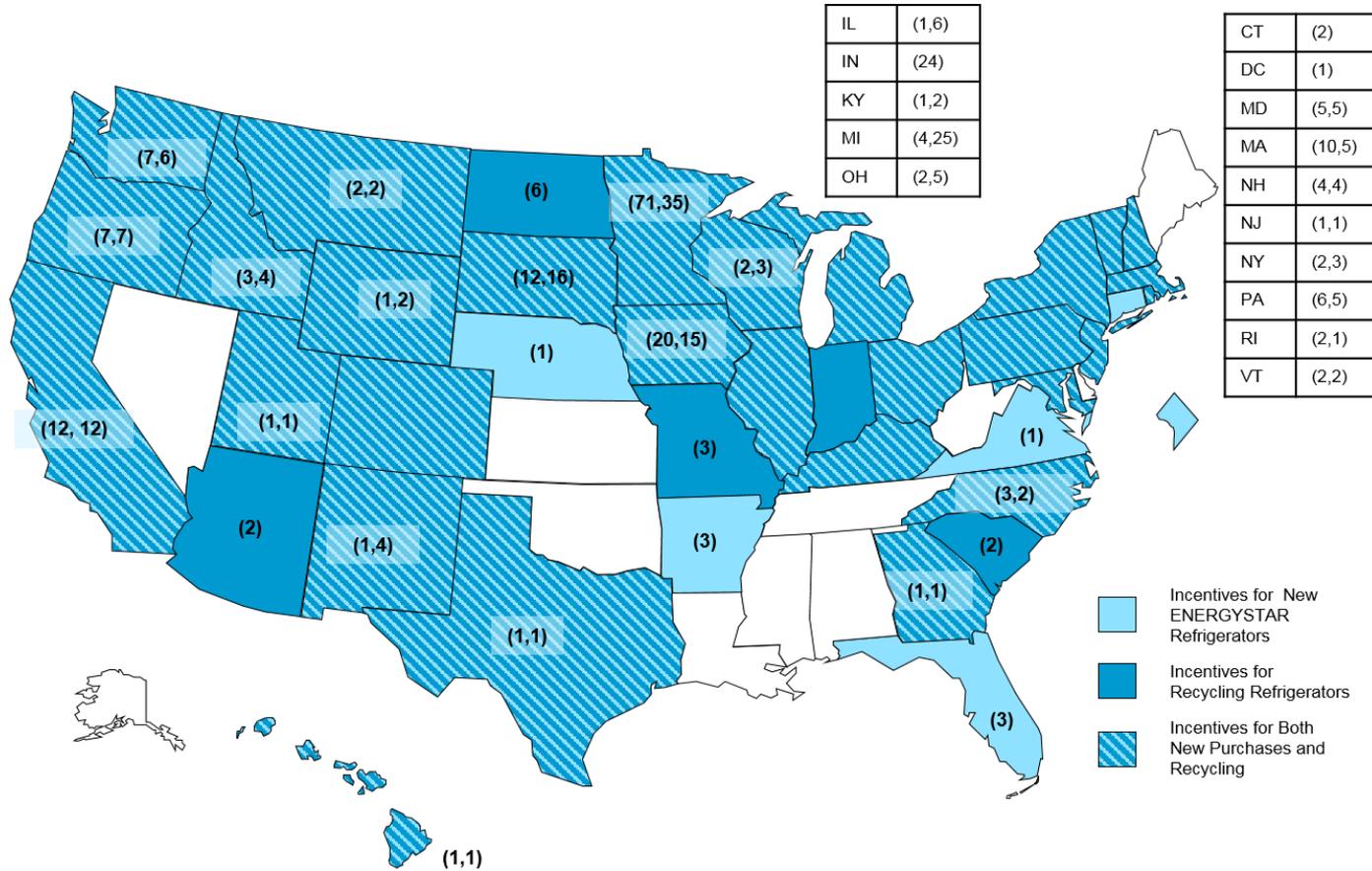
Building on Success: Flip Your Fridge 2016

Lessons Learned

- Announce promotion and distribute materials early
 - Done! Will be available online at www.energystar.gov/marketing_materials
- Maintain consistent look and feel, add additional options
- Regular partner communications
- Success is achievable with the continued help and support from our partners:
 - Amplifying the Flip Your Fridge savings message
 - Promoting Flip Your Fridge in store and online
 - Continuing to apply feedback from partners to flawlessly carry out ENERGY STAR plans for Flip Your Fridge promotion



Utility incentives are available for the purchase and recycling of refrigerators



Total Program Numbers Listed in Parentheses (# of New and/or # of Recycling Incentives)



Building on Success: Flip Your Fridge 2016

- **Timing:** Earth Day: April 22, 2016 – Memorial Day: May 30, 2016
- **Toolkit** – now available
 - Retail templates
 - Suggested imagery
 - In-store Ruler Tear-pad design – *coming soon*
 - Messaging for freezers, too – *coming soon*
- **Energystar.gov/FlipYourFridge**
 - To be updated with 2016 content
 - Highlighting participating partners for 2016



FLIP YOUR FRIDGE



Use this **CoolerRuler** to make sure you get the right size refrigerator to fit your space.

FLIP TO OTHER SIDE FOR RULER.





Speaker – Matt Baker, Marketing & Communications on behalf of LG Electronics USA



Making the Most of Flip Your Fridge 2016

- Increase sales of ENERGY STAR certified models
 - Reinforce messaging through in-store signage and well-trained sales staff
- Highlight innovative refrigerator product lines
- Increase the proper recycling of refrigerators
 - Improve coordination between retailers and utilities around recycling



Are You Participating? Let us know!

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